



# JEFFER, MANGELS, BUTLER & MARMARO LLP

The premier hospitality practice in a full-service law firm™

## Meet the Money® 2009 Program Schedule

### Tuesday, May 5, 2009

6:00 p.m. Reception, Century Foyer

### Wednesday, May 6, 2009

7:00 a.m. Registration, Networking and Breakfast – Grand Ballroom Foyer

8:00 a.m. Welcome by Jim Butler

8:15 a.m. **State of the Industry Alerts**

**Moderator: Bruce Baltin, PKF Consulting**

**Smith Travel Research**

**U.S. Lodging Industry – Is There Light at the End of the Tunnel?**

Mark Lomanno

**PKF Consulting**

**“PKF Hotel Horizons—Lodging Industry Outlook?”**

Mark Woodworth

**Q&A**

**Questions for STR or PKF**

9:00 a.m. Panel 1: **Bridging the Capital Gap**  
**Moderator: Rob Stiles, Cushman & Wakefield Sonnenblick Goldman**  
**Panelists:** John Lustgarten, Lowe Enterprises  
Bernie Siegel, KSL Capital Partners, LLC  
Chad Christensen, Washington Real Estate Holdings, LLC  
Barry Olson, Archon Capital  
Derik Eubanks, Ashford Hospitality Trust  
Jonathan Roth, Canyon Capital Realty Advisors

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*Jim Butler*

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- 9:55 a.m. Coffee Break
- 10:15 a.m. Panel 2 **The Note is Coming Due: Strategies and Approaches for Value Enhancement . . . And Other Options**
- Moderator:** **Jim Butler, JMBM**  
**Panelists:** Jack Westergom, Manhattan Hospitality Advisors  
Steve Van, Prism Hotels & Resorts  
Jackie Brome, Capmark, Inc.  
Patrick O’Neal, Midland Loan Services, Inc.  
Troy Miller, Centerline, Inc.  
Edd Hendee, Starwood Capital Group
- 11:10 a.m. Panel 3 **What’s Happening in Capital Markets? Are any deals getting done? Where and How?**
- Moderator:** **Michael Cahill, HREC Investment Advisors**  
**Panelists:** David Schachter, Reedland Capital Partners  
Marty Collins, Gatehouse Capital  
Neil Freeman, Aries Capital LLC  
Henry Vickers, AEW Capital Management  
Kevin Donahue, Midland Loan Services, Inc.  
Abid Gilani, Marriott International, Inc.
- 11:45 a.m. Move to Lunch
- 12:15 p.m. Lunch  
**California Ballroom**
- 1:00 p.m. **Keynote Lunch Speaker**  
**Richard Green, Economist, USC Lusk Center for Real Estate**  
**Federal Financial Policy since January 20: Will it Work?**
- 1:15 p.m. **CEO Perspectives and Strategies: Preserving & Creating Value in a “Nuclear Winter”**
- Moderator:** **Tom Engel, T.R. ENGEL Group**  
**Panelists:** Tom Corcoran, Felcor Lodging Trust Incorporated  
Bruce Wiles, Thayer Lodging Group  
Larry Broughton, Broughton Hospitality Group  
Michael Depatie, Kimpton Hotel & Restaurant Group  
Jonathan Falik, JF Capital Advisors  
Kevin Mahoney, Stonebridge Companies
- 2:10 p.m. Move to Grand Ballroom

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2:20 pm Special Presentation

**Overview of Capital Markets**

John Arabia, Green Street Advisors

2:35 pm Panel 5 **Mixed Use: Unscrambling the Omelet – Fixing, Preserving & Positioning Projects in Today’s Financial Crisis**

**Moderator:** David Berins, Berins & Company

**Panelists:** Peter Connolly, Parthian Development  
Scott Rynders, Gatehouse Capital  
Thomas Prins, Gemstone Resorts International  
Michael Mahoney, Triyar Hospitality LLC  
Max Reim, Live Work Learn Play

3:30 p.m. Panel 6 **A Critical Source of Viable Public Capital. . . What everyone needs to know about PPPs Today**

**Moderator:** Cathy Holmes, JMBM

**Panelists:** David Taussig, Taussig & Associates  
Jeff Scruggs, Goldman Sachs  
Beatrice Hsu, LA Industrial Development Authority  
Ray Garfield, Garfield Traub Development LLC  
Valerie Red-Horse, Red-Horse Financial Group

4:35 pm **BREAKOUT SESSIONS**

**Gateway Salon**

Breakout 7A: **Finding the Pony – Bankruptcy, Receiverships & Restructurings**

**Moderator:** Robert E. Kaplan, JMBM

**Panelists:** Jackie Brome, Capmark, Inc.  
Bill Hoffman, Trigild, Inc.  
Eric Ewoldt, Resolution Services, LLC  
Mark Burden, Rim Hospitality  
Bill Howell, HAI Advisors

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### **Grand Salon A**

Breakout 7B: **CMBS Special Servicing 101: What you need to know and why they are so important**

**Moderator:** Steve Van, Prism Hotels & Resorts

**Panelists:** Patrick O'Neal, Midland Loan Services, Inc.  
Curt Spaugh, Helios AMC  
Stephen Krooth, Krooth Advisory Services  
Richard Bosworth, Canyon Capital Realty Advisors

### **Salon 112**

Breakout 7C: **Successful Strategies for Marketing, Selling and Financing Vacation Ownership to Increase Project Profitability**

**Moderator:** Kris Jamtaas, Group RCI

**Panelists:** Jamie Klein, The Lore Institute  
James Danz, Danz Development  
Bob Waun, Vacation Finance

### **Grand Salon F**

Breakout 7D **Brands: What Changes are the Brands Implementing to Respond to the Realities of our New Economy?**

**Moderator:** Tom Morone, Warnick & Co.

**Panelists:** Stephen Casey, Carlson Hotels Worldwide  
Brian Quinn, InterContinental Hotels Group  
Jeff Dallas, Wyndham Hotels Group  
Alison Cumberland, Marriott International  
Joseph Long, Kimpton Hotel & Restaurant Group, LLC  
Marc Gordon, Morgans Hotel Group LLC

5:30 pm **Grand Welcome Reception**

**Poolside**

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## Thursday, May 7, 2009

- 8:00 a.m. Registration, Networking and Breakfast – Grand Ballroom
- 9:00 a.m. **Welcome Back - Jim Butler** – Grand Ballroom
- 9:05 a.m. **Andrew Ingraham, NABHOOD**
- 9:15 a.m. **Hotel Values and CAP Rates**  
Suzanne Mellen, HVS
- 9:30 a.m. **LIHC Top Ten**  
Michael Cahill, HREC Investment Advisors
- 9:45 a.m. **Q&A – Miller, Mellen & Cahill**
- 10:00 a.m. Panel 8 - **Debt & Equity – Who’s Playing Now or Coming Off the Sidelines?**
- Moderator:** David Soares, Lexden Capital  
**Panelists:** Russ Urban, HEI Hotels & Resorts LLC  
Scott Brown, ABA Development, LLC  
Jack vanHartesvelt, Kennedy Associates Real Estate  
Michael Lovata, Grayhawk Capital Funding  
Donald Wise, Johnson Capital  
Stephen Stoycos, Choice Hotels International
- 11:00 a.m. **BREAKOUT SESSION**
- Grand Salon A**
- Breakout 9A **Hotel Management Agreements – Managing your Manager in Hard Times**
- Moderator:** Cathy Holmes, JMBM  
**Panelists:** Jack Westergom, Manhattan Hospitality Advisors  
Peter Connolly, Parthian Development  
Russ Dazzio, R&R Global Hospitality  
Chip Wilson, Johnson Capital-Lodging Advisory  
Bill Sipple, Index Consulting Group

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## **Grand Salon F**

### **Breakout 9B Vacation Ownership – Mixed-Use and Conversion Opportunities**

**Moderator: Howard Nusbaum, ARDA**

**Panelists:** Bob McGrath, Group RCI  
Richard Ragatz, Ragatz Associates  
Ron Goldberg, Wellington Financial  
Max Reim, LiveWorkLearnPlay  
Mark Van Stekelenburg, PKF Consulting  
David Sudeck, JMBM

## **Salon 112**

### **Breakout 9C Buying, Renovating & Repositioning Distressed Assets**

**Moderator: Dennis Nessler, Hotel Business**

**Panelists:** John Wong, HFS Concepts 4  
Ron Holecek, WATG | designing destinations  
Ralph Newman, WTS International, Inc.  
Carl Lambert, Lambert Investments, Inc.  
Morris Lasky, Lodging Unlimited, Inc.

## **Salon 105**

### **Breakout 9D Latin American Investments**

**Moderator: Seth Weissman, JMBM**

**Panelists:** Robin Rodriguez, Anglo Financial  
Richard Katzman, HVS  
Angela Gonzalez-Rowe, HHOA  
Philip Fitzgerald, Paladin Realty Partners  
Mitch Creekmore, Stewart Title Guaranty Company

11:55 am Move to California Ballroom

12:00 pm, Lunch – **California Ballroom**

12:45 pm Special Presentation – **How Public Markets Helped Us Get in This Mess, and How They Might Get Us Out (Eventually)**

**David Loeb**

R.W. Baird & Co.

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1:00 pm      Luncheon Panel

**Treasure Hunter's Guide to the Gold. How the veterans  
did it the last time and what they think will be different this time**

**Moderator: M. Guy Maisnik, JMBM**

**Panelists:**      Ambrose Fisher, Oaktree Capital Management  
                         Paul Novak, Bedrock Partners  
                         Jonathan Falik, JF Capital Advisors  
                         George Ruff, Trinity Hotel Investors LLC  
                         Scott Chernoff, Westport Capital Partners LLC  
                         Richard Bosworth, Canyon Capital Realty Advisors LLC

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